

SUPPLEMENTARY RESPONSE

Senate Community Affairs Committee

ANSWERS TO ESTIMATES QUESTIONS ON NOTICE

HEALTH AND AGEING PORTFOLIO

Additional Estimates 2009-10, 10 February 2010

Question: E10-234

OUTCOME 0: Whole of Portfolio

Topic: ADVERTISING AND MARKETING

Senator Fierravanti-Wells asked:

e) How much has the department spent on advertising and marketing since November 2007? Please itemise expenditure by public health campaign and detail any expenditure related to the 'yourhealth' website and branding.

f) How is this expenditure justified?

Answer: Supplementary response to answer provided on 24 March 2010

a and b)

Further research has identified the following additional costs that were expended on the yourhealth website as at 30 April 2010. These costs are in addition to those supplied previously in the answer to Question on Notice E10-234.

• Web content management system (in-house charges)	\$208,315.00
• Internal Legal charges	\$2,615.00
• Staff salaries associated with staff wholly working on the site	\$514,099.00
• Travel and administration costs associated with producing material for the website	\$8,844.52
Sub Total	\$733,873.52
Costs identified in previously provided answer:	\$42,834.00
Expenditure on yourhealth website	Total \$776,707.52

It should be noted that due to an inability to disaggregate corporate costs associated with all websites, it is not possible to identify actual costs associated with the corporate charges associated with this for bandwidth, hosting charges, server licenses, maintenance and staging.